

The background of the entire page is a photograph of a river. The river flows from the background towards the foreground, surrounded by dense green trees and rocky banks. The water is dark and reflects the surrounding environment. The sky is clear and blue.

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Dear Researcher,

Greetings!

Articles in this issue discusses about A Study on Consumer Attitude towards
Organic Products with Special Reference to Krishnagiri District

We look forward many more new technologies in the next month.

Thanks,
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A STUDY ON CONSUMER ATTITUDE TOWARDS ORGANIC PRODUCTS WITH SPECIAL REFERENCE TO KRISHNAGIRI DISTRICT

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Abstract - The global demand for organic food products is growing at a very rapid rate. Ever since the environmentalists raised their concern regarding harmful effect of increasing use of chemicals in farming, the consumers are getting conscious and selective about edible products. This increasing awareness has caused shifts in consumers' tastes and preferences which have led the domestic as well as global rise in demand for organic products. Organic Food is very safe for human body and contains much more vitamins, calcium and iron than non-Organic one. Moreover, organic food's taste and smell are richer than those others. For these reasons, the popularity of organic food is developing. But when making it, it costs much to protect from harmful insect. Organic products refer to food items that are produced, processed and packaged without using chemicals. Organic is increasingly becoming popular due to its perceived health benefits over conventional food.

Keyword: Organic food, Consumer Attitude, Consumer Preference, organic products.

1. Objectives of the Study

- To judge the consumer's attitude towards an organic products.
- To find out the factors affecting consumers action towards organic products.
 - To suggest acceptable master plan to promote the organic products.

Statement of the Problem

Consumers are the masters of their money and they have an enormous influence on the economic market change because they possess the ability to implement and co-ordinate their choice of spending or saving in the purchase decision. Consumers are influenced by their attitude towards the product and therefore marketers need to implement their strategies and tactics.

Importance of the Study

The study throws light into the consumer awareness and preference towards organic products over competitors brand various factors like prices, quality, availability and promotional activities are analyzed. As there is an intensive competition in the market for organic products, this study is done to check how organic products can improve their sales through better customer relationship. This study helps to identify and interpret problems and also to find out the customer awareness, preference opinions and suggestion regarding the organic products.

Research Methodology

Research methodology is the specific procedures or techniques used to identify, select, process and analyze information about a topic. The aim of the research is to analysis the consumer's attitude and awareness towards organic products.

2. Review of Literature

(Davies et.al., 1994). He analyzed that the future of organic products depend on consumer demand and therefore a consumer-oriented approach is required to understand organic

product market. Thus, it is not only important to understand consumers buying attitude, but also the consumers response to shifting market dynamics. From the marketing perspective, it is important to understand consumer decision-making regarding organically produced, and how this consumption can be promoted. Product development and marketing strategies for organic products are also affected and modified by consumer beliefs, attitudes and responses.

Squires and et.al.(2001) in their study, they concluded that the reasons for preferring are organic food products tastes better than conventional products foods, concerns about health and nutrition, environmental concerns, concerns over the use of chemicals and pesticides in conventional farming, the erosion of confidence in factory and concerns over animal welfare.

RanjithKumar (2006), has studied the satisfaction level of respondents towards the natural organic foods. He has studied the reasons to prefer organic food which prevents disease and gives taste. He has recommended following healthy diet chart by taking organic food.

(Stobbelaar, D.J, 2007), He analyzed that consumers are more inclined towards organic and environmental related issues, such as environmental protection have a positive attitude towards organic food and strong intention to purchase organic products.

(Gracia and de Magistris, 2007). He revealed that the positive relationship between consumer's attitude towards organic products and health and environmental benefits. The higher level education and income are also associated with organic food purchases intentions of consumers.

(Aertsens et al., 2009). He showed that positive attitude of organic products buyers is somewhere originated from the belief that organic products are good for health and they can consume these products without any fear of harmful chemicals.

Rana, (2012), the results indicate that health, availability and education from demographic factors positively influence the consumer's attitude towards buying organic food. Overall satisfaction of consumers for organic food is more than inorganic food but the satisfaction level varies due to different factor.

Kim et al. (2013) examined the factors affecting the food choices of senior and

nonsenior diners in restaurants including variables like Lifestyle of Health and Sustainability (LOHAS), healthy food choices, trust, emotional loyalty and age of senior and nonsenior diners. The study revealed that there was significant difference in food choices of both the groups of customers in terms of the effect of LOHAS on healthy food choices, which was much stronger in case of senior customers.

Kareklas et al. (2014) provided a theoretical assessment on the factors influencing consumer purchase behavior for organic food products. Finding of the study revealed that the consumers' beliefs that organic foods are healthier than other conventional food products (egoistic factor); and that organic foods are produced in an environmental friendly way (altruistic factor), influenced or shaped the attitudes and purchase intentions of the consumers towards organic food products.

3. Data Analysis and Interpretation

TABLE NO: 1
Awareness of Organic Products among the Respondents

S. No	About the organic Products	No. of respondents	Percentage %
1	Yes	90	90
2	No	10	10
	Total	100	100

Source: Primary Data
Interpretation

The above table shows that the awareness of the respondents about organic products. 90% of the respondents got awareness of organic products and the remaining 10% respondents are not having awareness of organic products. Majority of the (90%) respondents got awareness about organic Products.

TABLE NO: 2
Satisfaction of Respondents towards Organic Products

S. No	Level of satisfaction	No. of respondents	Percentage %
1	Satisfied	56	56
2	Highly satisfied	40	40
3	Dissatisfied	4	4
	Total	100	100

Source: Primary Data
Interpretation

The above table clearly shows that the using of organic products among the respondents. Out of total respondents 56% of the respondents are satisfied and 40% are highly satisfied and remaining 4% respondents Dissatisfied. Majority

of the (56%) respondents are Satisfied for using organic products.

TABLE NO: 3
Types of Products Purchased by the Respondents

S. No	Reason for organic products purchased	No. of respondents	Percentage %
1	Health care	60	60
2	Cosmetic	10	10
3	Food	20	20
4	Detergent	10	10
	Total	100	100

Source: Primary Data
Interpretation

The table shows that the type of products purchased by respondents. Among the total respondents 60% of the respondents purchased for Healthcare and 10% of respondents purchased for cosmetic and 20% of respondents purchased for Food and final 10% of respondents purchased for Detergents. Majority of the (60%) respondents are purchased organic products for Health care.

TABLE NO: 4
Factors Influencing for Purchasing Organic Product

S. No	Motivates your purchasing process	No. of respondents	Percentage %
1	Discount	61	61
2	Latest trend	25	25
3	Advertisements	5	5
4	Need for the products	9	9
	Total	100	100

Source: Primary Data
Interpretation

The table shows that the factors influencing for purchasing organic products. Among the total respondents 61% of the respondents Expect Discount, 25% of the respondents Expect Latest trend, 9% of the respondents Expect Need for the products, and remaining 5% of the respondents Expect Advertisements. Majority of the (61%) of the respondents are giving more important to Discounts for the organic products.

TABLE NO: 5
Monthly Wise Amount Spend by the Respondents

S. No	Amount spend monthly wise	No. of respondents	Percentage %
1	Below 500	50	50
2	501 to 1000	25	25
3	1001 to 1500	20	20
4	1501 to 2000	5	5
	Total	100	100

Source: Primary Data
Interpretation

Above table reveals that the monthly wise amount spends by the respondents for organic products. Among the total (100) respondents 50% of the respondents spend below Rs. 500, 25% of the respondents spend Rs. 501 to 1000, 20% of the respondents Rs. 1001 to 1500, and remaining 5% of the respondents spend Rs. 1501 to 2000. Majority of the (50%) of the respondents spend below Rs. 500 to buy organic products.

TABLE NO: 6
Purpose of using Organic Product

S. No	Purpose of using organic	No. of the respondents	Percentage%
1	Facial care	25	25
2	Occupational requirement	30	30
3	Young looks	10	10
4	Improving Self - image	35	35
	Total	100	100

Source: Primary Data
Interpretation

The table clearly specifies that the purpose of using organic products by the respondents. Among the total (100) respondents 35% of the respondents using organic products for Improving self-image, 30% of the respondents using organic products for Occupational requirements, 25% of the respondents are using organic products for Facial care, 10% of the respondents are using organic products for Young looks. Majority of the (35%) of the respondents using organic products for Improving self-image.

TABLE NO: 4. 21
Opinion of The Respondents towards Organic Products to pay more for Organic Products if it is Completely Natural

S. No	Willing to pay more for organic products if it is completely natural	No. of respondents	Percentage %
1	Yes	80	80
2	No	20	20
	Total	100	100

Source: Primary Data
Interpretation

The table clearly mentions that the opinion of respondents towards organic products to pay more for organic products. Among the total (100) respondents 80% of the respondents willing to pay more if it is completely natural, 20% of the respondents are not willing to pay more for organic products even if it is completely natural.

Majority of the (80%) of the respondents are willing to pay more if the organic product is natural.

TABLE NO: 4. 22
Respondents Believeness towards Promised Effects of Products

S. No	Believe promised effects of organic products	No. of the respondents	Percentage %
1	Very much	33	33
2	Fairly little	62	62
3	Very little	5	5
	Total	100	100

Source: Primary Data

Interpretation

The table clearly shows that the respondents Believeness for promised effects of organic products. Among the total (100) respondents 62% of the respondents felt that organic products fairly little, 33% of the respondents felt that Very much better and remaining 5% of the respondents felt that Very little. Majority of the (62%) of the respondents believeness towards promised effects of organic products is fairly little.

TABLE NO: 7
Respondents Opinion to recommend Organic Brand to other

S. No	Recommend	No. of the Respondents	Percentage %
1	Yes	70	70
2	No	30	30
	Total	100	100

Source: Primary Data

Interpretation

The table clearly shows that the respondents opinion to recommend organic brands to others. Among the total (100) respondents 70% of the respondents recommend to others, 30% of the respondents are not recommends to others. Majority of the (70%) of the respondents are giving more important to Yes.

TABLE NO: 8
Purpose of Choosing Organic Products

S. No	Purchasing of selecting products	No. of the respondents	Percentage%
1	Health care	60	60
2	No chemical	20	20
3	No side effects	20	20
	Total	100	100

Source: Primary Data

Interpretation

The table clearly shows that the purpose of choosing organic products by the respondents. Among the total (100) respondents 60% of the respondents are choosing organic products for Health care, 20% of the respondents are choosing organic products for No chemical reason, 20% of the respondents are choosing organic products for No side effects reason. Majority of the (60%)

respondents are giving more important to Health care.

TABLE NO: 9
Availability of Organic Products to the nearest Shops

S. No	Products availability In nearest shop	No. of the respondents	Percentage%
1	Yes	30	30
2	No	70	70
	Total	100	100

Source: Primary Data

Interpretation

The table clearly shows that the organic products availability to the nearest shop. Among the total (100) 70% respondents they have not organic products shop near to their residence remaining 30% of the respondents they have nearest shop to buy organic products. Majority of the respondents states that they have not nearest shop availability to buy organic products.

4. FINDINGS, SUGGESTIONS

FINDINGS

- ☐ Majority of the (90%) respondents got awareness about organic Products.
- ☐ Majority of the (56%) respondents are Satisfied for using organic products.
- ☐ Majority of the (60%) respondents are purchased organic products for Health care.
- ☐ Majority of the (70%) respondents got awareness about expiry date of organic products.
- ☐ Majority of the (70%) of the respondents are used organic products Daily.
- ☐ Majority of the (61%) of the respondents are giving more important to discounts for the organic products
- ☐ Majority of the (50%) of the respondents spend below Rs.500 to buy organic products.
- ☐ Majority of the (50%) respondents are giving purchasing from Permanent stores.
- ☐ Majority of the (60%) of the respondents collecting information Sometimes before purchasing the organic products,
- ☐ Majority of the (55%) respondents using organic products Less than 1 year
- ☐ Majority of the (35%) of the respondents using organic products for Improving self-image.
- ☐ Majority of the (80%) of the respondents are willing to pay more if the organic products are completely natural.
- ☐ Majority of the (62%) of the respondents believeness towards promised effects of organic products is fairly little.

- Majority of the (70%) of the respondents are giving more important to Yes.
- Majority of the (60%) respondents are giving more important to Health care.
- Majority of the (70%) respondents states that they have not nearest shop availability to buy organic products.

SUGGESTIONS

- Majority of respondents are facing problem of lack of distribution and lack of availability. Hence, it is suggested to company to take some precautionary measure for solving these problems.
- Consumers are more inclined towards organic and environmental related issues, such as environmental protection have a positive attitude towards organic food and strong intention to purchase organic products.
- The above study stressed that the need for educating the consumers about functional foods by means of labeling information, education campaigns and clearly defined government policies to curb false health claims.
- The consumers suggested that the food companies should undertake the processes of product renovation and innovation through research and development in order to provide the consumer with food products, which are both tasty and provide good nutrition at the same time.
- The study also highlighted that the respondent's favorable attitude towards organic food are formed as a result of their concern over the safety of food, such as residues in food from fertilizer, artificial additives, preservatives and chemical sprays.
- The study highlighted that according to market information sources, functional food was included in the food choices of the consumers even during difficult economic conditions. The factors which led to generation of consumers' interest in functional foods included demographic patterns, dedication to healthcare and marketing through social media.
- The study suggested that the foodservice operators should focus on the growing needs for specialty restaurants for catering to the needs of the customers by offering them healthier food options, and at the same time, more variety in terms of healthy food choices, organic ingredients and healthier methods of cooking, in order to win the confidence of the customers.
- The respondents suggested that the behavior of the consumers in the market is affected by their orientation towards health related

issues. They suggested that segmentation of the consumers can be done on the basis of personal and demographic variables for designing effective marketing strategies.

- The results of the study suggested that advertisers of organic products should highlight the perceived benefits of organic food products when marketing these products to consumers since consumption of organic food is affected by ethical values and food safety concerns.

□ It has been further argued that collaborative efforts of all the stakeholders are required for delivering healthy food to the consumers, for improving the overall health status of the population.

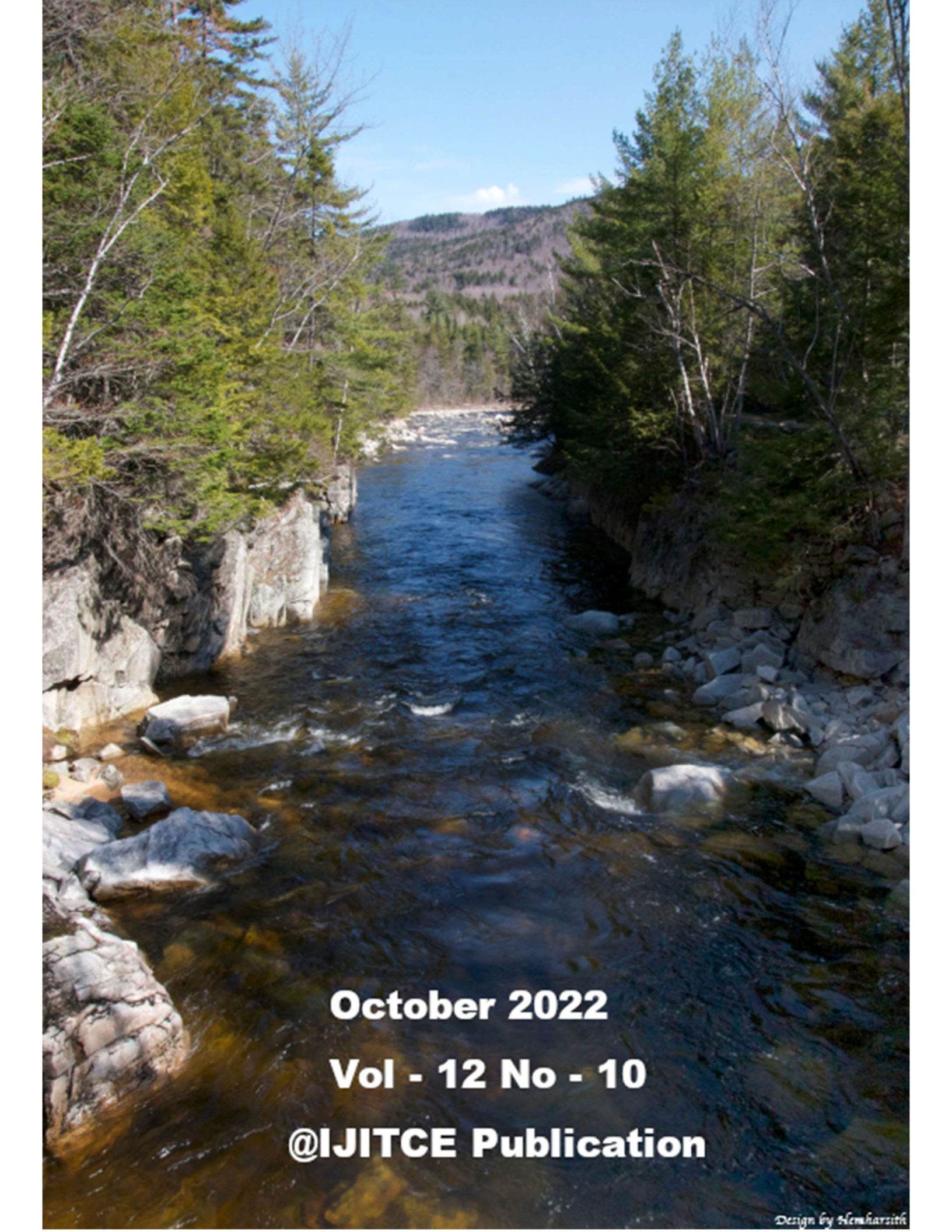
5. CONCLUSION

Now a day's modern marketing focus the high competition in their activities. Due to increasing competitions earning profits is possible only through consumer's satisfaction. The study reveals that most of the respondents are awareness of organic products. The satisfaction brings in the retention of consumer. Organic is enjoying the advantages position in market through spirituality element involved in its products. The positive attitude of organic products buyers is somewhere originated from the belief that organic products are good for health and they can consume these products without any fear of harmful chemicals. It reveals that the reasons for preferring the organic food products tastes better than conventional products foods, concerns about health and nutrition, environmental concerns, concerns over the use of chemicals and pesticides in conventional farming, the erosion of confidence in factory and concerns over animal welfare. It is important to seek new techniques and to exchange ideas and perspectives between disciplines with the application of appropriate methodology and newer modeling techniques. The study concluded that the motive behind purchase of both organic and functional foods is the same, that is, health. However, the purchase of these products varies across different lifestyles.

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